

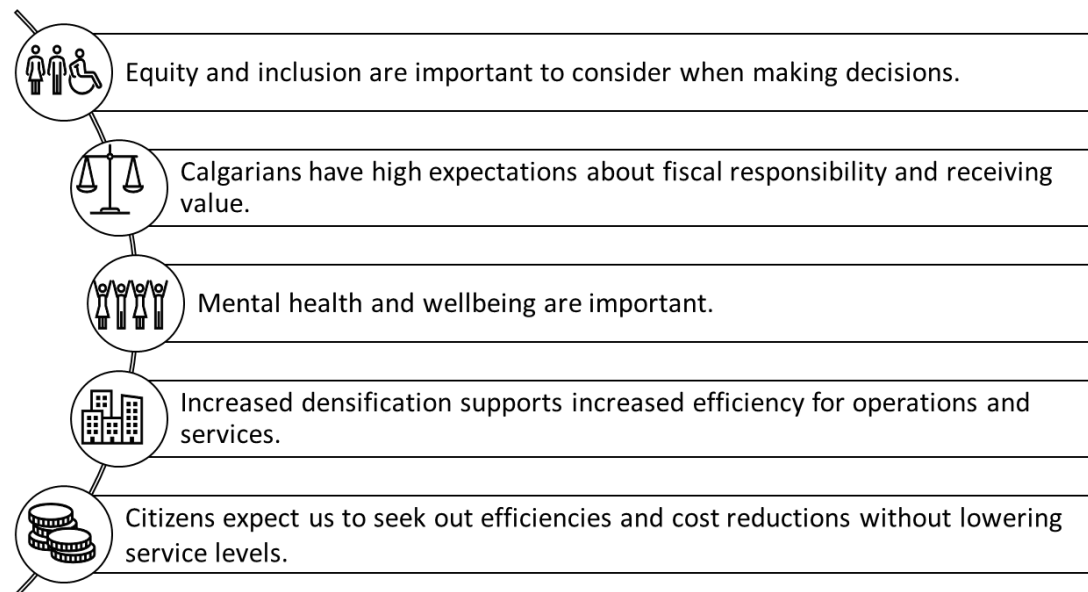
Research and Engagement Update

At The City, we are individually responsible and collectively accountable for ensuring that the services that matter most to Calgarians, matter most to us. The insight and input The City gets from research and engagement helps us understand the needs of Calgarians, which allows us to shape our four-year service plans and budgets to better meet those needs. It is also important that the research and engagement be current because as Calgarians' needs change, the delivery of our services should adapt accordingly.

Insights developed from research and engagement help services better understand opinions, preferences and attitudes on service delivery and value. This understanding enables a data-driven approach to decision-making and planning so that our service plans and budgets provide the highest service value possible.

Phase 1 Engagement

From 2022 February 2 to 2022 March 7, Calgarians were asked about what they value most in City services to help inform our proposed investments in 2023-2026. The key themes we heard were:



Phase 2 Research and Engagement

Phase 2 of engagement is important to get a deeper understanding of how Calgarians use City services in their day-to-day lives to present a complete picture to Council before deliberations and decisions in November. Starting August 29, both Research and Engage are gathering additional information on Calgarian and business perceptions around service prioritization and delivery.

Calgarian and business leader focus groups

From 2022 September 19-23, we will be conducting focus group research. This research will be designed to better understand Calgarian perceptions of how The City could support Council's Strategic Direction in service delivery. Topics will include perceptions of service delivery and service value, perceptions of City spending and budget, value for taxes, user fees and others.

There will be a total of five focus groups with Calgarians and five focus groups with business leaders in Calgary. Each session will be approximately two hours in length. Makeup of Calgarian groups will be determined by geography (quadrant and downtown) as well as other factors such as income level, education, usage of City services, perception of City performance, etc. Makeup of business groups will be determined by a mix of business location, size, and industry. Results will be compiled and delivered to Council and City service teams in mid-October.

Public engagement

We are continuing the conversation with Calgarians from the first round of engagement in 2022 March. Online engagement is now open at <http://www.engage.calgary.ca/yourservices> with a survey on service value, equity and inclusion, fiscal responsibility, social wellbeing, sustainable growth and change, and more. This will allow participants to explain what the themes mean to them and the impact they have on their lived experiences, a more detailed approach where we hear specific feedback.

The online portal has been translated into six languages: Traditional and Simplified Chinese, Punjabi, Arabic, Spanish and French. There are also in-person pop-up events in areas with high pedestrian traffic, with at least one event per ward. A What We Heard report will be delivered to Council, City service teams and Calgarians at the end of October, and results will be available by ward.

In-person opportunities include:

Date	Time	Location
Sept. 7	4 – 7 p.m.	Cardel South Recreation
Sept. 8	4 – 7 p.m.	River Park
Sept. 10	11 a.m. – 2 p.m.	Genesis Centre
Sept. 12	11 a.m. – 2 p.m.	Mount Royal University
Sept. 13	4 – 7 p.m.	Crowfoot Library
Sept. 14	4 – 7 p.m.	Nose Hill Library
Sept. 15	4 – 7 p.m.	Village Square Leisure Centre
Sept. 17	11 a.m. – 2 p.m.	Brookfield Residential YMCA at Seton
Sept. 19	11 a.m. – 2 p.m.	University of Calgary
Sept. 20	4 – 7 p.m.	Forest Lawn Library
Sept. 21	4 – 7 p.m.	Fish Creek Library
Sept. 22	4 – 7 p.m.	Southland Leisure Centre
Sept. 24	4 – 7 p.m.	Shane Homes YMCA at Rocky Ridge
Sept. 26	11 a.m. – 2 p.m.	Southern Alberta Institute of Technology (SAIT)
Sept. 27	4 – 7 p.m.	Westside Recreation Centre
Sept. 28	4 – 7 p.m.	Vivo for Healthier Generations
Sept. 29	3 – 6 p.m.	Calgary Central Library

Further information, including updated event schedules and results will be available on <http://www.engage.calgary.ca/YourServices>.